Technologies lead to Adaptability & lifelong enGagement with culture throughout the CLOUD

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TAG CLOUD

Personalised interaction with Cultural Heritage

TAG CLOUD explores the use of different technologies such as augmented reality, storytelling and social media in order to adapt cultural content according to the user profile, likes, preferences and interests, for providing a personalised interaction with Culture.
Cooltura by TAG CLOUD

Cooltura App & Cooltura platform

The Cooltura App access the cultural content processed in the Cooltura platform. The Cooltura App allows visualizing the cultural content in mobile devices as well as exploration and interaction with cultural objects. The Cooltura platform contains a set of scalable services for cultural engagement.

Interaction through:
- QR codes
- NFC tags
- Bluetooth beacons
TAG CLOUD: Evaluation of Cooltura
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